

Mt. Joy Co-op told to ship more milk

BY DICK ANGLESTEIN

MT. JOY — Members of the Mt Joy Farmers Cooperative literally received a taste of the continued energetic brand-name marketing plans for Lehigh Valley Farms milk products at its annual meeting at Hostetter's Restaurant on Tuesday.

The first taste came in the form of a new ice cream that was served up as dessert at the luncheon meeting.

The new all-natural ice cream just came off the production lines at Allentown and will soon be in the marketing channels.

It is an all-natural ice cream with an added vegetable stabilizer and will compete with premium ice

cream products, such as Dolly Madison.

The ice cream dessert was followed by a presentation by Ted Heck, vice president of marketing and sales for Atlantic Processing, Inc., the processing and manufacturing unit formed in the June 1 reorganization.

The local Mt Joy Co-op, along with the Lehigh Valley Farmers, joined together in July to form the federation of cooperatives that comprises API.

In a progress report since the June 1 reorganization and an outline of things to come, Heck said that financial levels for the first eight months are expected to show \$116 million in products sold by January 31, with profits at \$800,000.

By the end of the first year, sales are anticipated to total \$180 million and rise to \$200 million for the calendar year of 1981.

Heck and other officials, including Roy Alger, president of the Mt Joy Co-op, told attending members that API will guarantee acceptance of all milk they produce and, in fact, is looking for more.

"While other area co-ops are shipping excess milk to Florida and Wisconsin," Alger explained, "we are in a position to expand our herds."

Heck explained that all API facilities are operating at well below capacity. The Lansdale and Schuylkill Haven milk plants are operating at 60 percent of

capacity. The ice cream and cheddar cheese facilities at Allentown are at 75 percent of capacity while cultured products facilities are only at 30 percent.

The Mt. Joy Co-op was treated to a playing of the radio commercial jingle and TV ads for such products as the Lite milk and cottage cheese. Heck said that API's brand name sales of cottage cheese are up 25 percent while products made for other retailers have dropped. Sales of the new Lite milk have risen to as high as 100,000 quarts a week.

Heck said that programs such as offering 10-cent coupon discounts on Lite will be continued. Lehigh's couponing of milk, the first ever tried for milk in Penn-

sylvania, lifted some PMMB eyebrows, but the practice has been ironed out, according to Heck.

Whole fluid milk sales to consumers will continue to decline, Heck explained, and the brand-name advertising will continue to concentrate on such weight-conscious products as Lite, cottage cheese and new ones like yogurt.

Among those paid tribute at the annual meeting was Max Smith, who has announced his coming retirement as Lancaster County extension agent. Smith recalled that his first farm visit in the county more than four decades ago was in the Mt. Joy area, but it involved baby beef.

Smith also warned the attending dairymen concerning the continuing presence of pseudorabies. He said that 31 cattle and hog herds continue to be quarantined in the state. He said that there have been some losses in the past month in cattle. The dairymen were invited to attend the Lancaster County Dairy Day program on

March 3.

Also speaking were Cindy Risser, who outlined her involvement in 4-H and Max Sumner, milk inspector.

The program also included the election of three directors. They are Ken Miller, Manheim; Ivan Hanson, Lawn; and Joe Wivell, R2 Columbia.

The top 10 producers for the past year, as cited by Co-op manager Paul Hostetter, included:

Harold Risser and Sons, 2,170,326 lbs.; Irwin Engle, 1,947,429; Robert Greider, 1,703,117; Joe Wivell, 1,514,603; Paul and Elvin Kreider, 1,361,942; Harold Drager and Sons, 1,178,383; Lewis Bixler and Son, 1,176,003; Jay Nissley, 1,084,545; Ira Heistand, 1,004,808; Roy Alger and Son, 968,993.

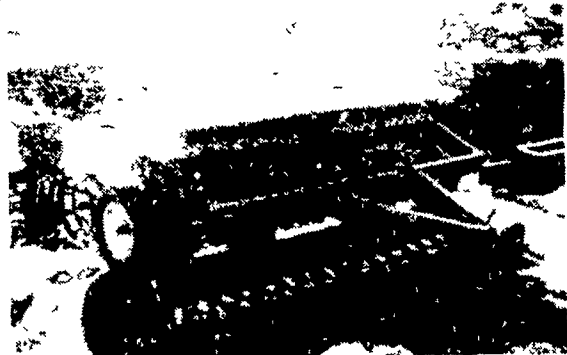
Twelve members of the "pure milk" Honor Roll included Lloyd Moyer, Abraham Shelly, Timothy Tyson, Amos Conley, Paul Ruhl, Earl Weidler, Clarence Moyer, Raymond Shertzer, Richard Metzler, Donald Droyer, Lester Wenger and John Alger.

Kinsley is top Angus showman

FARM SHOW — Tim Kinsley, York County, added another champion showman title to his career by winning the Angus Association showmanship contest held at the Complex during Farm Show Week.

Judge Doug Parrett selected Christine Shuve, also of York County, as the second place showman.

Third and fourth places went to Kaye Sweigard, Dauphin County and Bill Wylie, Chester County.



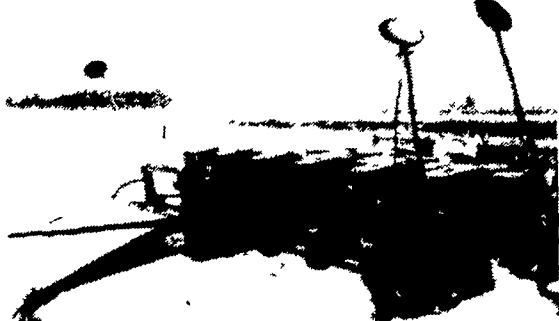
IH 16x7 #10 Grain Drill Double Disk \$1850



Allis Chalmers 4 row no till Planter \$650



John Deere 894A 8 Row 30" Planter A-1 Shape \$2350



John Deere 1250 6-Row Plateless Planter \$2150

USED TRACTORS

IHC Super C fast hitch w/2 bottom plow	\$1,675.00	\$1,525.00
Farmall M power steering and live hydraulics		1,250.00
JD 1010G w/Loac SOLD		1,750.00

USED HARVESTER SPECIALS

NH 880 2 row narrow row head	\$3,650.00	\$3,300.00
NH 717	1,175.00	1,050.00
Fox 1000 RPM PTO w/2 row corn hd. Pk up attach	1,495.00	1,350.00

USED BALER SPECIALS

JD 24T w/#2 ejector	\$1,650.00	\$1,475.00
JD 24T w #2 thrower	1,550.00	1,395.00
AC 444	850.00	775.00
John Deere 14T	750.00	675.00
John Deere 14T w/ejector	450.00	400.00
NH 270 w/thrower	1,950.00	1,750.00
Ford 530 w/thrower		1,850.00

USED TILLAGE SPECIALS

Brillion 12 Roller Harrow		\$1300.00
Bush Hog 10 Disc		1,250.00
Oliver Disc Harrow	1,175.00	1,050.00
Ford 4 16 Plow	950.00	850.00
JD KBA 32x18 Wheel Carrier Disc	875.00	750.00

SNOW REMOVAL SPECIALS

(1) New JD #275 Snow Blower, twin auger, 7 3/4 ft. cut, 3 pt. hitch, 130 h.p. gear box **\$2,175.00**

(1) New JD 260 Snow Blower, single auger, 7' cut, 3 pt. hitch, 65 h.p. gear box **\$1,475.00**

ALSO

New 3 pt. hitch Blades starting at **\$165.00**

USED MOWER CONDITIONERS HAYBINES

New Holland 479 as is	\$2,150.00	\$1,925.00
John Deere 1209		3,300.00

USED PLANTER SPECIALS

John Deere 494	\$850.00	770.00
John Deere 1250 6 Row		3,850.00
IHC 6 Row Cyclone w/Liquid Fertilizer		1,950.00
Oliver 4 row no SOLD		2,350.00

USED COMBINE SPECIALS

JD 55 Diesel w/cab 12 Platform	\$7,500.00	\$6,750.00
JD 6600 Diesel w/643 Corn Head & 13 Platform		38,500.00
Cockshutt 427 w/Power Steering & 10 Platform	1,450.00	1,300.00
IHC w.10 Platform		1,175.00

MISCELLANEOUS

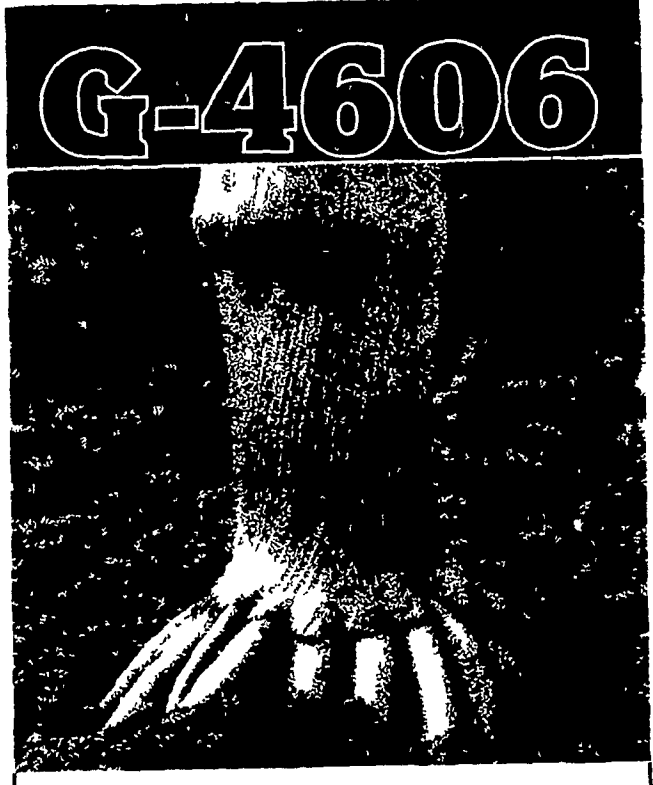
John Deere 148 Loader	\$2,200.00	\$1,975.00
John Deere #58 Loader A 1 Shape	1,800.00	1,600.00
New Set 18 4x30 Snap on Duals w/New Goodyear 6 Ply Tires	1,050.00	945.00
NH #8 Crop carrier	1,150.00	1,025.00
John Deere 24 Skid Steer Loader		3,950.00

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grain under good management Delivers impressively under heat and drought, too

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